



March 21, 2014

To: Executive Board

Subject: **Proposed FY 2015 Business Plan Initiatives**

Recommendation

Approve the proposed FY 2015 Business Plan Initiatives.

Analysis

Each year, Foothill Transit evaluates possible initiatives that will direct the agency's activities and focus for the coming fiscal year. The following nine key projects are recommended for inclusion in the Business Plan:

- **Bus Replacement Project** – Thirty new 42-foot CNG coaches will be delivered to Foothill Transit in FY 2015. These buses will be equipped with standardized passenger amenities that include high-back, reclining seats, individual overhead reading lights, and luggage racks. These coaches will replace CNG buses that have met the Federal Transit Administration (FTA) minimum lifetime threshold of at least 500,000 miles or 12 years of service.
- **SMARTBus System (SBS) Replacement** – Foothill Transit's aging computer aided dispatch and automated vehicle location (CAD/AVL) system will be replaced this year. The new system will include enhancements to better monitor on-street service in real time, while providing more accurate data for use by our customers for their daily travel and by agency staff for system planning and reporting purposes.
- **Customer Service Training Expansion** – In FY 2015 Foothill Transit's Customer Service training program will be updated and enhanced. The rollout of the Foothill Transit-specific Customer Service Training program to all front-line staff will focus on our history and on the characteristics that set an outstanding transit system apart from other transit providers.
- **College Pass Program** – The successful adoption of the Class Pass programs at Mt. SAC and University of La Verne is vitally important for the future success of the Class Pass. Foothill Transit will pursue Class Pass programs with other major colleges and universities throughout the San Gabriel and Pomona Valleys.
- **ISO14001 Certification for Pomona** – At the Pomona Operations and Maintenance Facility it is the goal to become ISO 14001 certified this year. This certification, active at the Arcadia yard, mitigates the environmental impacts of



our daily operations at the yard. For this process, key environmental and sustainability goals will be set and plans implemented to achieve these goals.

- **Legislative Advocacy** – The Moving Ahead for Progress in the 21st Century (MAP-21) surface transportation authorization bill is set to expire on September 30, 2014. As part of its 2014 Legislature Program, Foothill Transit will urge Congress and work with our federal delegation to act on a longer-term surface transportation authorization measure.
- **San Gabriel and Pomona Valley Park & Rides** – Development of Park & Ride facilities in the San Gabriel and Pomona Valleys will continue to be a priority this year. Chief among these in the coming year will be the Azusa Intermodal Parking Facility. The Phase II design for the Azusa Intermodal Parking Facility is underway. The Invitation for Bid (IFB) for construction of the four-level, 547 space parking facility is slated for issuance in July 2014. Construction is anticipated to begin in October 2014 and be completed in October 2015.
- **Comprehensive Operational Analysis (COA) Development** – In the coming year, a robust, analytical plan for optimizing current transit services, maximizing underutilized resources, and expanding the system in an efficient manner will be undertaken. The goal of the COA is to provide the most effective bus network for users in the San Gabriel Valley area.

These are proposed agency-wide initiatives for FY 2015. Individual department goals will be detailed in their respective sections within the preliminary FY 2015 Business Plan.

Pending approval by the Foothill Transit Executive Board these proposed initiatives will serve as the foundation for agency planning prioritization in 2015 and will be included in the Proposed FY 2015 Business Plan.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin McDonald" with a stylized flourish at the end.

Kevin McDonald
Deputy Executive Director

A handwritten signature in blue ink, appearing to read "Doran S. Barnes" with a stylized flourish at the end.

Doran S. Barnes
Executive Director